

United States Association of Cider Makers

Board Meeting Minutes
Monday, October 27th, 2014 4pm – 5pm EST
Phone Meeting

Call to Order: A Board of Directors meeting was held via phone conference. Members in attendance: Robert Vail, Charlotte Shelton, Mike Beck, Bruce Nissen, Brad Page, Dan Wilson and James Kohn. Missing were Dan Rowell and Scott Donovan. Also in attendance: Sue Husch and Ellen Serr of QBS Event Management.

Item: Accept Minutes

The meeting was called to order by Mike Beck. Charlotte made a motion to accept the minutes of the September 29th meeting. Bruce seconded. All members were in favor and the minutes were approved. There were no changes to the current agenda.

Standing Agenda Items

Item: Budget Discussion

James said that CiderCON is on budget so far. Dan Rowell sent an email with details on the association budget. James wanted to know if we wanted to look at doing an annual award for the conference. Sue asked if we had the budget to help presenters who needed travel assistance. James said yes, we do. Both topics will be discussed within the conference committee.

Item: Conference Update

James had a recent meeting with the Swissotel to help finalize space requirements. The conference committee is getting the schedule of presenters finalized. James noted that he met with the TTB and they have agreed to do a half-day session as well as have a booth there for the entire show. They will also send their directors to the conference.

Item: Annual Business Meeting Discussion

We need to have an agenda for the annual business meeting. Mike said that we need to research whose seats are up for re-election and will research the bylaws to see if any board members can be re-elected. Charlotte suggested that the board members seats that are up for election be put on the website. Bruce suggested that we form a sub-committee to discuss and research the status of the seats – that sub-committee will consist of Bruce, Brad and Ellen. They will report findings to the board at the next meeting. At the Chicago meeting, it was decided that the board would have a meeting at CiderCon first, then hold the elections, and then have a post-election meeting with the new members so that they could be caught up on the business at hand.

Open Issues

Item: Wine Association Membership

Robert recommends that USACM join the Wine Institute. Dues are \$1,500 per year. Charlotte moved that the board establish membership with the Wine Institute, including the membership fee. Brad seconded; no opposition, motion carried.

Item: Synopsis of each Committee

Dan Wilson and QBS will continue to work on this. Item tabled.

Item: Logo Revisions

The board looked over the logo revisions that Sue sent out. After much discussion, it was decided to form a sub-committee to decide on a final logo to present to the board. The meeting time and date for that committee will be emailed, along with a census from each board member present. Any board members who care to participate are welcome to do so. The designer will also join the call.

New Business

Item: Use of Space at Cider Summit

USACM has the opportunity to have some space at the Cider Summit in Chicago. Discussion took place about who we would be attracting at that event and what we would do with the space. It was decided that we would use the space if it is still available, and to decide what to do with it later. Mike will contact Alan Shapiro.

Item: Conference Theme

Bruce wanted to know if we had a theme for this year's conference, and suggested that we focus on "Safety", due to the recent recalls of cider products. He noted that any time cider gets a black eye because of one person's carelessness, it affects everyone. James noted that we do not have a theme right now. Bruce will join the next conference committee call for further discussion on the topic.

Item: Insurance Update/Cyber Security

Sue is still waiting on insurance quotes. She was contacted by the insurance company with an invitation to explore cyber-security insurance; such as to protect against cyber hacking attacks that have been in the news recently. Sue will forward the information to the finance committee.

Item: Cider Research Fund

James talked about a group that was assembling a large specialty crop research grant, and the need that researchers have for smaller grants, between ten to twenty thousand dollars. He wants to set up a sub-committee to look at how the USACM can start to look at the process. Charlotte and Dan Wilson want to be on the sub-committee, along with James and Greg Peck.

At 4:06pm, the meeting was adjourned.

The next board meeting will be held November 17th at 4pm EST.